



WOTV – Grand Rapids, MI

Issues Report

Fourth Quarter 2010

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

October – December 2010

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 - 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 - 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

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Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - December 18, 2010
Length: :30
Summary: Public Service Announcement highlighting the work of Recreation Reaps Rewards, an afterschool program that promotes academics by using volunteers to assist with homework help, as well as providing a free meal and various social activities.

2. Program: Maranda Where You Live
Date Aired: Saturday, Oct. 2, 2010
Length: 2:30
Summary: ArtPrize is the world's largest art competition and took place for the second year in a row in Grand Rapids. We talked with event founder, Rick DeVos, and he talked about ways to incorporate education into a visit downtown. He talked about the benefits of exposing your kids to art at a young age, what it teaches them, etc.

3. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 5, 2010
Length: :45
Summary: City High Middle School given International Baccalaureate designation.

4. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 19, 2010
Length: :39
Summary: Grand Valley State University President Books -- three GVSU presidents past and present gathered to sign a book commemorating the university's 50th anniversary.

5. Program: 24 Hour News 8 @ 6pm
Date Aired: October 20, 2010
Length: 1:16

Summary: Bullying Awareness -- students participating in bullying awareness day.

6. Program: Maranda Where You Live
Date Aired: Saturday, November 6, 2010
Length: 30 minutes
Summary: Our entire half hour show focused on the Cranbrook Institute of Science located in Bloomfield Hills, Michigan. This science museum is a great teaching tool for kids. They have exhibits ranging from dinosaurs to geology and it is the perfect place to bring children on a fieldtrip.

7. Program: 24 Hour News 8 @ 6pm
Date Aired: November 10, 2010
Length: 1:29
Summary: Kalamazoo Promise Anniversary -- tracking the impact of the Kalamazoo Promise five years later.

8. Program: 24 Hour News 8 @ Daybreak
Date Aired: November 15, 2010
Length: :37
Summary: Grand Valley State University Schools - GVSU teaming with schools to get math and science teachers.

9. Program: Maranda Where You Live
Date Aired: Saturday, November 20, 2010
Length: 2:00
Summary: When it comes to buying Christmas presents for kids many parents just buy the hottest item. But, there are certain educational elements that parents should be looking for. We hit up a local toy store along with a doctor who explained what toys are best for childhood development.

10. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 1:30
Summary: Meijer and the Grand Rapids Community Foundation gave out over \$90,000 to three schools in the Grand Rapids area. Each school was evaluated and awarded for top performance in academics, teachers, parental involvement, etc.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - October 6, 2010
Length: :30
Summary: PSA Campaign encouraging the community to attend a free healthy living seminar to hear a doctor address common shoulder problems and how to prevent & treat them.

2. Program: Maranda Where You Live
Date Aired: Saturday, October 16, 2010
Length: 3:00
Summary: Fall sports are the perfect place for tailgating parties. Meijer nutritionist Shari Steinbach showed us some healthy tailgating treats that were simple to make and take on the road.

3. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 18, 2010
Length: 3:30
Summary: CPR Guidelines -- American Heart Association revising its guidelines to concentrate on compressions.

4. Program: Public Service Campaign
Date Aired: October 20, 2010 - November 10, 2010
Length: :30
Summary: PSA Campaign encouraging those with diabetes to ask a specialist about various treatments and what they can do to stay healthy.

5. Program: Maranda Where You Live
Date Aired: Saturday, October 23, 2010
Length: 2:00
Summary: Kids love Halloween because of all the candy they get. We talked with a nutritionist from a local children's obesity clinic who gave parents advice on limiting candy and helping children make better choices when it comes to sweets.

6. Program: Public Service Campaign
Date Aired: November 9, 2010 – November 29, 2010
Length: :30
Summary: PSA Campaign encouraging women to talk to various gynecologists before picking one. Emphasizing the fact every woman has different health & wellness issues and should look of a doctor that specializes in her individual need.
7. Program: 24 Hour News 8 @6pm
Date Aired: November 26, 2010
Length: :36
Summary: Secondhand Smoke -- passive smoking leads to more than 600,000 deaths worldwide each year.
8. Program: 24 Hour News 8 @6pm
Date Aired: December 1, 2010
Length: 1:04
Summary: Organ Donations -- local family raising awareness for need of organ donation.
9. Program: 24 Hour News 8 @ 6pm
Date Aired: December 6, 2010
Length: 1:37
Summary: Heart Transplant -- spoke with wife of man who donated his heart in first Grand Rapids heart transplant.
10. Program: 24 Hour News 8 @ Daybreak
Date Aired: December 8, 2010
Length: :29
Summary: Oil Spill Health -- report on how many people became ill from Kzoo River oil spill.
11. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 2:00
Summary: The secretaries at Orchard View Elementary in Grand Rapids do much more than their required job description. They also help care for the diabetes students at their school. Through out the day they monitor the children's blood sugar levels and

administer insulin shots.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Public Service Campaign
Date Aired: October 1, 2010 - December 31, 2010
Length: :30
Summary: Public Service Announcement highlighting the community service efforts of the Women's Resource Center, a local organization dedicated to improving the way of life for women facing personal and financial difficulties.

2. Program: 24 Hour News 8 Daybreak
Date Aired: October 4, 2010
Length: 1:00
Summary: WOOD TV8's Eva Aguirre Cooper talks about the start of the Salvation Army Angel Tree campaign and how business and organizations can volunteer as drop off sites and collect toys for underprivileged children throughout the duration of the campaign.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: October 5, 2010
Length: 1:37
Summary: Teacher Wish Lists - Amway donating hygiene supplies to GRPS schools.

4. Program: Maranda Where You Live
Date Aired: Saturday, October 16, 2010
Length: 2:30
Summary: Hope College Men's Soccer Team recently held a "purple game" to raise money for the Van Andel Institute. All proceeds raised at the game went to fund cancer research at the institute. Students sold t-shirts, jerseys, purple concessions and more.

5. Program: 24 Hour News 8 at 6:00
Date Aired: October 17, 2010
Length: 1:55
Summary: WOOD TV8's Eva Aguirre Cooper talks to Major Marc Johnson of the Salvation Army about a new community center built in Grand Rapids to enhance the lives of residents. It offers after school programs, a fitness center, parks, and more. The key initiatives are to enhance the social skills, decrease the language barrier, and encourage fitness and more.
6. Program: 24 Hour News 8 @ Daybreak
Date Aired: November 10, 2010
Length: :35
Summary: GR Festival Applications -- organizations can apply to take part in the Festival of the Arts.
7. Program: 24 Hour News 8 @ Daybreak
Date Aired: November 12, 2010
Length: 1:13
Summary: Angel Tree-Red Kettle -- holiday donation programs kicked off today.
8. Program: Public Service Campaign
Date Aired: November 15, 2010 - December 31, 2010
Length: :30
Summary: Public Service Announcement highlighting the service efforts of The Ark, a program designed help troubled and at risk youth turn their lives around academically and socially.
9. Program: 24 Hour News 8 Daybreak
Date Aired: November 15, 2010
Length: :16
Summary: Goodwill Recycling -- people encouraged to drop off electronics as part of America Recycles Day.
10. Program: 24 Hour News 8 Daybreak
Date Aired: November 18, 2010
Length: 2:06

Summary: Holiday Assistance -- ways to find financial help for the holidays.

11. Program: 24 Hour News 8 @ 6pm
Date Aired: December 4, 2010
Length: :25
Summary: Wings of Hope -- volunteers dropped off Christmas gifts for foster children.

12. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 2:00
Summary: Students at Burton Middle School in Grand Rapids hosted a food drive to collect canned goods for the local mission. This school is located in an urban environment and many students live at poverty level. These kids felt that even though they didn't have much, they still needed to help others who were less fortunate.

13. Program: Maranda Where You Live
Date Aired: Saturday, December 11, 2010
Length: 2:30
Summary: Ellen Smucker created an organization called Hats Off to Service Members. She collects items and makes soldier gift bags for men and women in the service. Upon their return home she greets them at the airport and gives them the bags as a thank-you for their service.

14. Program: Maranda Where You Live
Date Aired: Saturday, December 18, 2010
Length: 2:30
Summary: Children at Century Park Learning Center in Grandville participated in the Macy's / Make-A-Wish Foundation letter writing campaign. The kids at the school wrote over 600 letters to Santa, which helped raise money for the Make-A-Wish Foundation of Michigan, which grants wishes to terminally ill children.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Public Service Campaigns
Date Aired: October 1, 2010 - December 31, 2010
Length: :30
Summary: PSA addressing the dangers of distracted driving & encouraging teens not to texting while in the car.

2. Program: Public Service Campaigns
Date Aired: October 1, 2010 - December 31, 2010
Length: :30
Summary: Public Service Campaign addressing the dangers of teens being harassed via text messaging, also known as “textual harassment.” And encouraging young women to seek out help if the harassment goes too far or even becomes sexual.

3. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 5, 2010
Length: 2:50
Summary: Haunted House Fire Safety shutdown popular haunted house.

4. Program: Maranda Where You Live
Date Aired: Saturday, October 9, 2010
Length: 3:00
Summary: We shed light on the important issue of bullying. We talked to an expert about physical and emotional bullying and signs to look for if you suspect your child is a victim.

5. Program: Maranda Where You Live
Date Aired: Saturday, October 9, 2010
Length: 2:00
Summary: Every family should have a fire escape plan and our friends from ESCAPE Fire Safety visited a local family to help teach their children what to do in case of an emergency. They drew up an evacuation route for the kids and made sure the family

was equipped with proper smoke detectors.

6. Program: Maranda Where You Live
Date Aired: Saturday, October 9, 2010
Length: 1:50
Summary: Depression is a serious matter than many teens suffer from. Many parents don't take their children's symptoms seriously and the disease escalates to suicide. We talked with a local therapist about keeping your children safe when it comes to depression.
7. Program: Maranda Where You Live
Date Aired: Saturday, October 16, 2010
Length: 2:00
Summary: Sports injuries are common on kids, especially when it comes to football. We talked with an emergency room doctor from Helen DeVos Children's Hospital who gave viewers advice on keeping your kids safe when playing the sport, signs to look for in a concussion, etc.
8. Program: 24 Hour News 8 @ Daybreak
Date Aired: October 20, 2010
Length: :53
Summary: Stroller Recall -- CPSC recalling Graco strollers after four infant deaths.
9. Program: 24 Hour News 8 @ 6pm
Date Aired: November 8, 2010
Length: :25
Summary: Oil Boil Water -- boil water advisory lifted from Enbridge oil spill.
10. Program: 24 Hour News 8 @ 6pm
Date Aired: November 17, 2010
Length: 2:20
Summary: Wood Stove Fire -- man's wood stove started fire. How are they unsafe?
11. Program: 24 Hour News 8 @ 6pm

Date Aired: November 24, 2010
Length: 1:35
Summary: Turkey Fryer Fire -- how not to burn your house down frying a turkey.

12. Program: Maranda Where You Live
Date Aired: Saturday, December 18, 2010
Length: 1:00
Summary: During the holidays many people use lights, candles and space heaters in their home. These are all fire hazards and can be dangerous if left unsupervised. We brought in an expert to talk about precautions people need to remember in order to be safe during the holidays.

13. Program: Public Service Campaign
Date Aired: December 26, 2010 - December 31, 2010
Length: :30
Summary: Public Service Campaign called Project Roadblock addressing the dangers of "buzzed" driving, encouraging people not to drive even if they do not feel "drunk".